

CITY OF GREEN
Planning Department Review
PLANNING & ZONING COMMISSION

September 18, 2024

Item 24-31

Sgt. Clean Car Wash Signage

(G. Seifert, Sgt. Clean Car Wash)

Location: 3673 Massillon Road

Signage Review

Zoning: B-1

PLANNING DEPARTMENT

Applicant is proposing a freestanding identification sign for the Sgt. Clean Car Wash facility located at 3673 Massillon Road. The facility is currently being renovated to add an Express Interior Clean service and relocate the vacuums to the south side of the building. The new signage is being incorporated into the renovated site and would include replacement of the existing sign (see attached photo). The new sign is part of an overall sign package that includes wall and directional signs.

The site is located on the northeast corner of Massillon Road and Thorn Drive and has been modified by the new roundabout at this intersection (also including Corporate Woods Circle). The site renovation plans also incorporated a new on-site vehicular circulation pattern that requires sole access via Thorn Drive and right-turn-only egress on Massillon Road.

The new double-sided sign would consist of a 3'x 8' (24 SF) main identification cabinet above an electronic message center measuring 2'x 8' (16 SF). The main cabinet would be powder-coated metal with acrylic faces. The total sign face area of 40 SF would comply (40 SF maximum). The sign elements would be supported on a 3' tall brick base to match the new Interior Clean building for an overall height of 8', which complies (10' maximum with EMC). The message center would comply at 40% of the overall sign face area (50% maximum) and complies with the 20 SF maximum.

The sign would feature internal illumination and the site address number would be added to the base, per code. It would be set back 10' from the right-of-way, which complies (10' minimum).

A landscape plan is provided for the site that includes the sign area. Plantings would include perennial flowers (Purple Aster), low-growth grasses (Lily Turf), and deciduous shrubs (Spirea). The applicant has agreed to add evergreen shrubs per DRB recommendation for a four-season enhancement. A grouping of shrubs, grasses, and perennials have also been added at the corner to enhance the sales booth area.

The Zoning Division has reviewed the wall and directional signs proposed on site.

Per code, use of the electronic message center must meet the requirements of Sect. 157.135(4)(H). This includes a maximum 12" copy size, text or stationary graphics only and not distracting, and a percentage of time for community/civic related messages.

DESIGN REVIEW BOARD

Made a favorable recommendation to the Planning & Zoning Commission contingent upon the following:

1. Add evergreen shrubs around the sign for a four-season enhancement.
2. Replace low-growth shrubs at the corner with higher profile plantings to provide some buffering of the sales booth area (i.e. Arborvitae).

(Note: applicant intends to address these items and is working on a revision to the landscape plan)

ENGINEERING

No comments requested.

FIRE

No comments requested.

ZONING

Variances are required for proposed directional signs and total permitted sign face area for the site. Zoning and building permits are required. The existing sign must be removed.

STAFF RECOMMENDATION

Staff recommends approval of the proposed replacement sign as submitted.

The sign location will need to be staked prior to installation so the setback can be verified.

Operation of the electronic message center must comply with code requirements, as referenced.

The landscaping adjacent to the sales booth/canopy will be important to buffer these features at the new roundabout. Staff, therefore, recommends more tall evergreens (i.e. arborvitae) at this location.